

Name _____ Period _____

Chapter 28 / 29

Marketing Information Systems / Marketing Research

Define the following terms:

Cookies:

Data Base:

Validity:

Focus Group:

Diaries:

Internal Secondary Data:

Internal Primary Data:

External Secondary Data:

Data Analysis:

Reliability:

Answer the following questions dealing with **MARKETING RESEARCH**:

- 1) What is the biggest drawback of using mail surveys?

- 2) Why is "point of sale" method said to be effective in gathering information?

- 3) What is the observation method and give two examples?